



# U.S. Pavilion at BIT 2004

Milan, Italy, February 14 -17, 2004



## FACT SHEET FOR PARTICIPATION

Take advantage of this unique opportunity to present your destination to over 129,000 visitors by participating in the **U.S. Pavilion at BIT 2004**. BIT (Borsa Internazionale del Turismo/International Tourism Exchange) **is the largest Tourism show in Italy** and one of the most important tourism shows in Europe. The U.S. pavilion at BIT will be organized for the sixth time by the U.S. Commercial Service of the U.S. Consulate in Milan in cooperation with the Visit USA Association.

- BIT is both a trade and a consumer trade show. The first two days are devoted to the consumer and the trade visitors, while Monday and Tuesday will only be devoted to travel agents.
- In 2003, of the over 129,000 attendees, 87,200 were travel trade professionals and journalists from all over Italy and Europe. The 41,800 general visitors came from one of the wealthiest areas of Italy, Lombardy, where the population has a very high propensity to travel abroad.
- The U.S. Pavilion will be located in Hall 9, dedicated to the Americas. Hall 9 is the most prestigious hall and is located at one of the major entrances to the exhibition, very close to the nearest subway stop.
- All U.S. Pavilion exhibitors at BIT 2004 will also benefit from a free distribution of your catalogs at the BMT show, one of the largest tourism trade fair in Southern Italy, which will take place in Naples on April 2-4, 2004. Southern Italy is considered a bridgehead between the Mediterranean countries and Northern Europe.

There are three participation options:

- \* **Basic Booth:** a 3x2 meter (approx. 6'6" x 9'9") **fully carpeted, furnished booth**, including a header with the name of your organization and state of origin, a counter, 3 chairs, a table, and lighting **at \$3,500**
- \* **Multiple booths:** basic booth plus additional units of 6 m<sup>2</sup> each (66 square feet) **at \$3,000** for each additional unit.
- \* **Catalog Show:** distribution of your catalogs/promotional materials mainly to the trade and journalists and collection of business leads **at \$500**

**The following unique services are offered to all participants at the U.S. Pavilion!**

- **Exclusive:** Updated electronic mailing lists of major travel agents, tour operators, incentive houses, journalists, etc. (over 1,000 contacts) available upon registration.
- **Exclusive:** use of the Multimedia area for your company's presentations to the Italian trade and journalists – availability to be confirmed.
- A business lounge equipped with computers, fax, e-mail, internet, exclusively for exhibitors.
- A bar lounge with refreshments for you and your contacts.
- A listing in the official BIT catalog.
- A reception hosted by the participants of the U.S. Pavilion for potential clients.
- Use of APO mailing system at U.S. postage costs, which is also exempted from customs duties payment.
- Assistance with hotel reservations at special Consulate rates.



**U.S. Department of Commerce  
International Trade Administration  
CONDITIONS OF PARTICIPATION**

**I. U.S. Commercial Exhibition defined**

**Solo Fairs:** Overseas exhibition sponsored, conducted and managed by the U.S. Department of Commerce (USDOC) for the benefit of U.S. firms. Most solo fairs are vertically organized by product line.

**International Trade Fairs:** Overseas exhibitions conducted and managed by a party other than the U.S. Government, at which the U.S. Department of Commerce sponsors a U.S. presence. International Trade Fairs may be either horizontal or vertical in terms of product theme.

**II. Criteria**

Firms that participate in a U.S. Commercial Exhibition (hereafter referred to as "Exhibition") must use the event to promote the sale of products or services which in the judgement of the Department meet one of the following criteria:

- A. Manufactured or produced in the United States.
- B. If manufactured or produced outside of the United States, the product or service must be marketed under the name of a U.S. firm and have U.S. content representing at least 51 percent of the value of the finished good or service.

**III. Policy on the mixing of new and used equipment in a single event:**

The Department has found that the promotion of both new and used equipment at a single exhibition usually impairs the success of the event. Therefore, except where a contrary policy is announced at the time participation by private firms is first invited by the Department, the display or promotion of used equipment in events featuring new equipment, or vice versa, will not be permitted.

**IV. Within the limits of available resources, as determined by the U.S. Department of Commerce, the Department agrees to:**

- A. Undertake an appropriate **promotional campaign** to attract to the Exhibition importers, distributors, agents, licensees, joint-venture partners, franchisees, buyers and end-users, including key government officials. This may incorporate press releases, brochures, and directories, special trade and press showings, conferences, receptions and other publicity and promotional techniques as appropriate.
- B. Provide exhibition space in accordance with booth size and contribution schedule.
- C. Provide the following **exhibition services**:
  - 1. Overall exhibition design and fabrication, and individual display stand design and construction.
  - 2. Installation of a display system and furnishings such as shelves, chairs and tables.
  - 3. Mounting of standard Participant and agent/distributor identification signs.
  - 4. Normal utilities and hookup services. (Utility requirements determined by the Director of the U.S. Exhibition or designee to be unusual will be charged to the Participant at cost.)
  - 5. Interpreter assistance, if deemed necessary under local conditions by the Director of the U.S. Exhibition, for Participants not having representation in the country of the Exhibition.
  - 6. Normal housekeeping and security services.

The Department reserves the right to control the type of display and materials used by participants to ensure conformity with the Exhibition theme, to maintain overall design integrity and to conform to the installation schedule.

- D. Provide **marketing counseling** and advice, including identification of prospective customers, licensees, joint-venture partners, distributors and agents, and assistance in evaluating their suitability; and background information on local trade and pricing practices and customs.

**E. Arrange for the following transportation, loading and services:**

- 1. Coordinate, through the Department or its agent, the shipping schedule of exhibit items originating from the United States. U.S. carriers should be used whenever practicable. Further, schedule the movement of the Participant's exhibit items from the point of entry in the host country to the exhibition site on the condition that the Participant has complied with all shipping and marking instructions and carrier designations provided by the Department or its agent.
- 2. Coordinate unloading and unpacking of Participant's equipment from transport vehicles at the exhibition site, placement in the display area and storage of empty shipping cartons or crates during the exhibition
- 3. Coordinate repacking and loading of exhibit items to be shipped from the Exhibition using original packing materials. If it is not practicable to use the original packing material, the cost of new packaging materials shall be borne by the participant.

The U.S. Government shall be held harmless against breakage or other damage to the Participant's equipment that might occur in the course of the performance of these services described under Section IV, E. Accordingly, the Participant may wish to obtain insurance to cover its risk of loss due to breakage or other damage that might so occur. Should special equipment be required beyond that normally used for handling, installation, or operation, the Director of the U.S. Exhibition or designee will obtain it if available;

additional costs incurred shall be paid by the Participant. The Director of the U.S. Exhibition, at his or her discretion, may refuse to handle exceptionally large, delicate or complex equipment not identified on the Participation Agreement.

**V. The Participant agrees to:**

- A. Make a **financial contribution** to the U.S. Department of Commerce in an amount to be established for each Exhibition for use in funding all services provided to the Participant as described in Section IV, paragraphs A thru E, including market development, operating and hospitality costs of the Exhibition, and other international trade promotional activities. A signed **Participation Agreement** (Form ITA 4008) is to be submitted with the contribution.
- B. Furnish a **listing of exhibit items** with the Participation Agreement.
- C. Provide a **qualified, decision-making representative** to be on duty at the Exhibition during business hours through the term of the Exhibition. This representative shall be prepared and authorized to discuss product lines; to give price quotations on various bases, as appropriate; and to make sales and related arrangements. This representative shall also be authorized to make immediate payment for all expenses chargeable to the Participant under this section V and to make any decisions required to carry out the Participant's responsibilities described in this section V, G and H, below. The company representative should be designated in writing to the Department at the earliest possible date. This person should arrive at the Exhibition site a sufficient number of days in advance of the Exhibition opening date to insure that the Participant's exhibit equipment is properly set up for demonstration and to gain familiarity with the market. At a minimum, the representative should be present two days prior to the opening to attend such functions as may be appropriate.
- D. **Mark and ship** equipment according to instructions to be furnished by the Department or its agent and provide for the proper disposition of exhibit items.
- E. When directed by the Department or its agent, document, pack, and ship catalogs, brochures, sales literature, and other expendable items separately from exhibit equipment.
- F. Obtain:
  1. All **export licenses** required by the Department's Bureau of Export Administration, or by any other export licensing agency, e.g. the Nuclear Regulatory Commission, U.S. Department of Energy, and the Office of Munitions Control, U.S. Department of State, for demonstration or exhibit equipment and for the disposition abroad of exhibited equipment or any other items following the exhibition. Information concerning export license requirements may be obtained from the Bureau of Export Administration, Exporter Counseling Division, Washington, D.C. (202) 482-4811, or from the nearest U.S. Department of Commerce District Office.
  2. Any **permits** necessary under host country law relevant to this operation of exhibit equipment. (While this remains the responsibility of the Participant, the Department will endeavor to ensure that Participants are advised of any such requirements.)
- G.
  1. Before the close of the Exhibition, pay all **costs of shipment** of exhibit and promotional items from point of origin to the exhibition site, including, inland, freight storage, duties, if applicable, and other charges such as port handling, transfer, cartage, freight forwarding, customs brokerage, taxes and other fees.
  2. Pay any **other miscellaneous costs** which may be incurred before, during or after the Exhibition to the account of the participant.
  3. **Reexport exhibit items** within the time limitations set by the host country, if not the host country, if not sold or otherwise disposed of, and pay all **duties and taxes**, customs and related charges which may be levied. The Participant shall comply fully with all import and customs laws of the host country.
- H. Arrange for removal of exhibit items from the Exhibition site after the close of the Exhibition within a time period to be determined by the Director of the U.S. Exhibition or designee. At or before the conclusion of the Exhibition, the Participant shall provide the Director of the U.S. Exhibition or designee, in writing, with one or more of the following instructions as to the **disposition** of the Participant's exhibit items:
  1. Release at the Exhibit site to the custody of the Participant.
  2. Place in storage for further disposition in accordance with Section V, H, 1, above.
  3. Release at the Exhibit site to a specified third party, e.g., the buyer, freight forwarder, in accordance with Section V, H, 1 and 2, above.
- I. Pay **all costs for shipping** exhibit items from the exhibition site to the next destination. If the exhibit items are not to be returned to the United States at the conclusion of the Exhibition, the Participant shall comply with any restrictions on foreign disposition established by the Bureau of Export Administration or any other relevant export licensing agency. If the Participant fails to provide written disposition instructions at the close of the Exhibition, the Department may, at the Participant's expense, release the Participant's exhibit items to the freight forwarder servicing the Exhibition for appropriate disposition. Failure of the Participant to furnish such instructions shall release the Department from responsibility for any disposition of the Participant's equipment, including all related expenses and necessary documentation.

- J. Execute a new Participation Agreement if the Participant's exhibit items are to be displayed at another Commerce-sponsored overseas exhibition. The Participant will be responsible for paying all costs involved in shipping the items to the subsequent site.
- K. The Participant agrees to **indemnify and hold harmless** the U.S. Government, its agencies and instrumentalities, against all suits, actions, claims, costs, or demands (including without limitation, those resulting from death, personal injury, and property loss or damage) to which the U.S. Government, its agencies and instrumentalities may be subject or put by reasons of loss of or damage or illness or injury (including death) to the property or person of any one other than the U.S. Government, its agencies, instrumentalities and personnel, arising or resulting in whole or part from the Participant's participation in the Exhibition, including but not limited to acts done or performed by the Participant, its representatives or employees, and also including but not limited to the Department's performance of services for the Participant under the terms of these Conditions of Participation.

The Participant agrees, and it is incumbent upon the Participant, to be covered at its own expense for comprehensive **all-risk insurance**, including casualty, accident and liability insurance in amounts adequate to cover reasonable risk of liability for death, personal injury, illness, property loss or property damage relating to acts done or performed by the Participant, its representatives or employees otherwise in the Exhibition, which participation includes the Department's performance of exhibition services for the Participant. In no event shall these liability coverage amounts be less than may be required for these purposes by the laws of the host country.

- L. Provide detailed and accurate information as to the technical specification of the exhibits equipment on **Product Characteristics Form** (ITA-426P).
- M. Provide promotional information on the **Marketing Data Form** (ITA-466P) and supply publicity materials in accordance with instructions furnished by the Department.
- N. Provide the Director of the U.S. Exhibition or designee at the end of the Exhibition with information on the results of its participation on **Exhibitor and Mission Report Form** (ITA-4075P) or successor forms. In addition, the Participant may be requested to report business activity resulting from participation in the Exhibition. Information provided by the Participant will be used for program evaluation purposes only. If the Participant requests that particular information be treated confidentially, the Department will honor the request to the extent possible under applicable law.

#### VI. Other conditions

- A. The Director of the U.S. Exhibition or designee has complete authority to assign space, determine articles and methods to be used for display of items, determine location of the Participant and representation identification in booths, and has overall authority concerning matters directly relating to the U.S. Exhibition and its participants.
- B. While the Department makes every effort to insure that marketing information furnished to exhibitors is reliable and up-to-date, it assumes no responsibility for any errors or omissions therein. Although the Department will make every effort to facilitate a successful exhibition, it is understood and agreed that the Department does not guarantee in any way the success of any Participant in the Exhibition. The only contractual obligations the Department assumes are those expressly made herein or mutually agreed to by an amendment in writing.
- C. If, for any reasons, the Participant cancels participation in the Exhibition, its financial contribution will be refunded only if written notice is received by the Department 90 days before the opening of the Exhibition. Any such notice should be addressed to the attention of the Department's project officer with whom the Participant has been dealing. The Department, at its sole discretion, and upon its determination that it would be consistent with the proper operation of its exhibition program, may allow a partial or full refund of the financial contribution.
- D. It is agreed that the Department or its contractors shall be absolved of **liability** for any damage or loss resulting from or related to the failure of the Participant to comply with the provisions of these Conditions of Participation. If the Participant fails to fulfill any of its obligations under these Conditions of Participation, the Participant's contribution may be forfeited. In the event additional costs are incurred by the Participant's failure to comply with the provisions of the Conditions of Participation or instructions provided therein, such additional costs, including all attorney fees, shall be paid by the Participant.
- E. While the Department will make every effort to select reliable contractors such as freight forwarders, customs brokers, designers, photographers, translators, etc., for the benefit of the Participant, it assumes no responsibility or **liability** for the acts of any contractor selected.
- F. The Department reserves the right to cancel the Exhibition or the participation of any Participant at any time. In the event of such cancellation, the Department shall notify the Participant but shall incur no **liability** to the Participant for costs incurred by the Participant except the return of the Participant's contribution.
- G. Not more than five companies will be allowed to share a single booth under one Participation Agreement and one contribution. The Department will determine the number of firms permitted, up to five per booth, taking into consideration the items to be displayed. The Department will not be obligated to promote or prepare complimentary graphics or stand identification for more than one company.
- H. It is understood that all applications for participation in the U.S. Exhibition are subject to approval by the Department.



# U.S. PAVILION AT BIT 2004

Milan, Italy – February 14-17, 2004



PLEASE CHECK EACH ITEM TO MAKE SURE YOU ARE SENDING US ALL THE NECESSARY MATERIAL.

**To participate in the U.S. Pavilion at BIT please take the following steps:**

**1. By December 5<sup>th</sup>, send the following material:**

- ☐ Completed and signed Participation Agreement (see attached at page 6)
- ☐ Completed BIT catalog form (see attached at page 7/8)
- ☐ Completed Hotel reservation form (if needed, see attached at page 9)

**2. By December 19<sup>th</sup> prepare and send your payment:**

- ☐ Check *made payable to "U.S. Department of Commerce"*  
or
- ☐ Credit card payment (see instructions below)

**Send all the above material by express courier service (i.e. DHL, UPS, FedEx) to the following address:**

Hans Amrhein, Principal Commercial Officer

U.S. COMMERCIAL SERVICE – BIT SHOW

U.S. CONSULATE GENERAL

Via Principe Amedeo, 2

20121 Milan, Italy

**or fax it to: +39/026596561**

**3. By January 10<sup>th</sup> ship your promotional materials (see attached instructions at page 10)**

**Credit card payment:** If you wish to pay by credit card – American Express, Visa or Master Card – please just fill in below and fax this page together with the items listed above to +39-02-659-6561.

Name of the company .....

Card ..... No. (15 digits) .....

Exp. Date ..... / ..... Amount \$ .....

Full name on card .....

Signature .....

Date .....





# Participation Agreement

4 F 1 3

(EVENT ID)

D-

1. Name, Date and Site(s) of Promotional Event/Service:

**U.S. Pavilion at BIT 2004 Milan, Italy**  
**February 14 – 17, 2004**

2. Company's/Participant's Name, Address, Telephone and Fax Numbers and E-mail Address:

3. Contact Name(s), Title(s), and Contact Information (if different from #2):

4. Company/Participant is:

☐ New-to-Export ☐ New-to-Market ☐ Old-to-Market

5. Numbers of Employees

☐ 1-49 ☐ 50-99  
☐ 100-299 ☐ 250-499 ☐ 500-999 ☐ 1,000+

6. Name and contact information (address, telephone, fax, e-mail) of overseas representative(s) responsible for marketing Company's/Participant's products in the trade event country or countries, if applicable:

7. Participation fee of \$ \_\_\_\_\_ ☐ enclosed ☐ sent separately. (Make check payable to U.S. Department of Commerce)

8. Additional Information, if needed, e.g. description of display items, products or services being provided or promoted.

9. Company/Participant agrees to abide by the terms of the attached Conditions of Participation, which form a part of this agreement, and acknowledges that information provided by Company/Participant to the Department of Commerce in connection with this event or service may be made available to the public.

Signature of Duly Authorized Company/Participant's Representative

Date

Print Name and Title

**U.S. Government Use Only**

10.

TOTAL AMOUNT DUE \$ \_\_\_\_\_

UNITS AMOUNT RECEIVED \$ \_\_\_\_\_

BALANCE DUE \$ \_\_\_\_\_

12. APPROVED FOR COMMERCE

Signature

Date

11.

PRINT OR TYPE OFFICER'S LAST NAME

FIRST INITIAL

Print Name and Organization

This information collection is authorized by law (15 U.S.C. 1501 et seq. 15 U.S.C. 171 et seq.) Although you are not required to respond, no agreement may be concluded for Company's/Participant's participation in a U.S. Department of Commerce-scheduled promotional event/service unless a completed Participation Agreement form has been received. Public reported burden for this collection of information is estimated to be 20 minutes per response, including the time for reviewing instructions, and completing and reviewing the collection of information. Notwithstanding any other provision of law, no person is required to respond, nor shall a person be subject to a penalty for failure to comply with a collection of information subject to the requirements of the Paperwork Reduction Act unless that collection of information displays a current valid OMB Control Number. Send comments regarding the burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Reports Clearance Officer, International Trade Administration, Department of Commerce, Room 4001, 14th St. and Constitution Avenue, N.W., Washington, DC 20230.



INTERNATIONAL TOURISM EXCHANGE  
14-17 FEBRUARY 2004 - FIERA MILANO

FORM
<b>2A</b>
TO BE SENT BY <b>30 OCTOBER</b>

## ON-OFFLINE CO-EXHIBITORS CATALOGUE

Please complete in capital letters

Co-Exhibitor	<div>INDICATE ASSIGNED CODE </div>	<div>EXHIBITOR CODE</div> <div></div>
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### CO-EXHIBITOR EXHIBITOR DATA

The Co-Exhibitor requests inclusion in the exhibition catalogue as follows:

Address

Post Code  City

Country  Dialing Code +

Tel.  Fax

E-mail  Web Site

To be filled in in case the Exhibitor wants to be also classified by Home Country.

Company's Home country

### BUSINESS ACTIVITIES

- |  |   |   |   |
|--|---|---|---|
| <input type="checkbox"/> <b>Promotion organisations</b><br>(Institutions – Promotion boards)   | <input type="checkbox"/> <b>Rental</b>            | <input type="checkbox"/> <b>Training</b>            | <input type="checkbox"/> <b>Spa - Wellness</b>          |
| <input type="checkbox"/> <b>Tour operators – Travel Agencies</b><br>(Trade consortia included) | <input type="checkbox"/> <b>Travel Technology</b> | <input type="checkbox"/> <b>Consultancy</b>         | <input type="checkbox"/> <b>Sport - Leisure</b>         |
| <input type="checkbox"/> <b>Carriers</b>   | <input type="checkbox"/> <b>Infrastructures</b>   | <input type="checkbox"/> <b>Services</b>            | <input type="checkbox"/> <b>Culture - Entertainment</b> |
|  | <input type="checkbox"/> <b>Accommodation</b>     | <input type="checkbox"/> <b>Conference- Meeting</b> | <input type="checkbox"/> <b>Media - Press</b>           |

### CO-EXHIBITOR'S DATA LOADING

EXPOcts will load the following data in the on-offline Exhibition catalogues: company details (see above), business activity and stand position. Moreover it will be possible to load further details of the co-Exhibitor activity (see back page) as follows:

- ☐ Loading by the Exhibitor Standholder
- ☐ Loading by the co-Exhibitor, in this case please indicate the person to whom EXPOcts will send the web password.

### CO-EXHIBITOR CONTACT

Name and surname	Position
Tel. <div></div>	Mob. <div></div>
Personal e-mail <div></div>	

Date  /  /  Standholder's Stamp and signature

Pursuant to Law no. 675 of 31 December 1996, we advise that EXPOcts S.p.A. will process and use your personal data solely for statistical and promotional purposes, including publishing them on the exhibition website and Expopage, recognizing the rights outlined in Art. 13, Law 675/96.



**EXPOcts S.p.A.**  
Via Generale G. Govone, 66 - 20155 Milano - Tel. +39 02 34984.1 - Fax +39 02 33600493  
Cod. Fisc. e P.IVA 04020140150 - bit@expocts.it - www.expocts.it/bit



# BUSINESS ACTIVITIES

The scheme below shows the activity details to be loaded by Exhibitors in the web space reserved to them.

## ACTIVITY DETAILS

<b>PROMOTION ORG.</b> Institutions Promotion consortia Tourism associations Tourism promotion boards	<b>SPA – WELLNESS</b> Ayurvedic – Antistress centre Beauty – Fitness centre Spa – health resort Thermal park	<b>CARRIERS</b> Airline Camper – Motorhome Coach operator Cruise line – Ferry Railway	<b>RENTAL</b> Airplane – helicopter Boat – Sail and engine Car Coach	<b>TRAVEL TECHNOLOGY</b> Audiovisual conference equipment E-commerce B2B E-commerce B2C Multimedia Reservation systems Solutions for carriers Solutions for hotels Solutions for T.O. / T.A. Telecommunications
<b>INFRASTRUCTURES</b> Airport Cablecar Harbour – marina Motorway – Road	<b>CULTURE – ENTERTAINMENT</b> Archeological site Casino Festival Museum – Cultural centre Natural park Theatre – Opera – Show Theme park	<b>CONSULTANCY</b> Marketing Promotion, advertising, P.R. Tourist representative company	<b>TRAINING</b> Language school Professional training centre University – professional school	<b>MEDIA - PRESS</b> Other press Radio Tourist trade press Tv Web
<b>CONFERENCE – MEETING</b> Conference organiser Congress centre Exhibition organiser	<b>T.O. – TRAVEL AGENCIES</b> Network Trade consortia Travel agency Tour operator	<b>SPORT – LEISURE</b> Golf course Historic venue Horse riding centre Restaurant Shopping centre Sporting centre Sporting school Wine cellar Yachting centre	<b>ACCOMMODATION</b> Bed&Breakfast Camping Castle – Historic house Chain – Hotel group Children holiday camp Congress hotel Golf hotel Holiday club – Village Hotel Motel Religious centre Residence – Aparthotel Rural-farm house Spa – Hotel Villa – Apartment Youth hostel	<b>SERVICES</b> Tour guide – Escorting staff Entertainment staff service Insurance services Hotel booking centre Distribution (carriers) Travel related services Event and show organisation Theatre – Show booking Recruitment Airport services Banking services Financial services Hotel management company Travel management solutions Translation – Interpreting

## DETAILS T.O. – TRAVEL AGENCIES

SPECIALISATION			
<b>BY EVENT</b> Cultural Musical Religious Sports	<b>SPECIAL PACKAGES</b> Customised Last minute Week-end	<b>BUSINESS TRAVEL</b> Business travel Congress and conference Fairs and exhibitions Incentive	<b>SPECIAL TOURS</b> Charter flight River and lake cruises Sea cruises Fly & Drive Rail tours Bus tours
<b>BY TARGET</b> Children Disabled Gay & Lesbian Honeymoon Single Senior citizens Youth and students	<b>BY LOCATION</b> Art cities City Hill – Countryside Historic-artistic centres Island Lake Mountain Seaside Spa	<b>BY INTEREST</b> Adventure Archaeology Art city tours Cultural Escorted shopping tours Leisure Nature – eco tourism Parks – Natural reserves Photo safari Religious Study - Training Spa – wellness Wine-gastronomy	<b>SPORTING PACKAGES</b> Mountain climbing Hunting Cycling Horse riding Golf Motorcycling Nautical Fishing Winter sports Scuba diving Trekking

  

PROFILE		
<b>TYPE OF TRAVEL MARKET</b> Individual Large groups Small groups	<b>CATEGORY OF PRODUCT/SERVICES</b> Deluxe Economy First class Moderate	<b>SPECIALISATION</b> Incoming Outgoing

  

GEOGRAPHICAL AREAS		
<b>ITALY</b> Abruzzo Alto Adige Basilicata Calabria Campania Emilia Romagna Friuli Venezia Giulia Lazio Liguria Lombardia Marche	Molise Piemonte Puglia Sardegna Sicilia Toscana Trentino Umbria Valle d'Aosta Veneto All Italy	<b>THE WORLD</b> Africa Central Mediterranean Southern Americas Caribbean Central North South Asia North East South East

## DETAILS ACCOMMODATION

PROFILE		
<b>CATEGORY OF PRODUCT/SERVICES</b> Deluxe Economy First class Moderate	<b>SPECIAL AGREEMENT</b> Allotment basic Full for empty	<b>SPECIALISATION</b> Incoming Outgoing

  

TYPE OF STRUCTURES	
<b>NR. OF ESTABLISHMENTS</b> 1 2 3-5 6-10 10-20 Over 20	<b>NR. OF BED-PLACES</b> Up to 100 Up to 300 Up to 600 Up to 1000 Up to 2000 Over 2000

  

LOCATION OF ACCOMMODATION STRUCTURES BY GEOGRAPHICAL AREAS			
<b>ITALY</b> Abruzzo Alto Adige Basilicata Calabria Campania Emilia Romagna Friuli Venezia Giulia Lazio Liguria Lombardia Marche	Molise Piemonte Puglia Sardegna Sicilia Toscana Trentino Umbria Valle d'Aosta Veneto All Italy	<b>THE WORLD</b> Africa Central Mediterranean Southern Americas Caribbean Central North South Asia North East	South East Europe Central East Mediterranean Northern Indian Ocean Middle East Oceania Pacific Polar Regions



Access to the web space and to the data loading procedures will take place exclusively through the web password sent to the Exhibition Contact.





# U.S. Pavilion at BIT 2004

Milan, Italy, February 14-17, 2004



## HOTEL RESERVATION FORM



Blocks of rooms have been reserved at special discounted Consulate rates at the UNA Hotel Scandinavia and at the Hotel Poliziano, close to the fairgrounds. An additional block of rooms has been reserved at the more centrally located Jolly Machiavelli Hotel. If you want to take advantage of these special rates, reserve your room through the US Commercial Service only, by sending this form no later than December 5<sup>th</sup>, 2003 to our fax +39/02659-6561. The number of rooms reserved in each hotel is limited, and reservations will be handled on a "first-come/first-served" basis. A major credit card number is required to hold your reservation.

<b>UNA Hotel Scandinavia</b> Via Fauche' 15 - 20154 Milan Tel: +39-02336.391 - Fax: +39-023310.4510 E-mail: <a href="mailto:una.scandinavia@unahotels.it">una.scandinavia@unahotels.it</a> <a href="http://www.unahotels.it">www.unahotels.it</a>  Standard Room, single occupancy: <b>Euro 182</b> Executive Room, double/single use: <b>Euro 244</b>  Una Hotel Scandinavia Hotel is a four star hotel located in the vicinity of Milan's fairground. A complimentary shuttle bus from hotel to the Fair entrance is provided, as well as a rich "buffet breakfast". Free fitness with sauna.	<b>Hotel Poliziano Fiera</b> Via Poliziano 11 - 20133 Milan Tel: +39-023191-911 - Fax: +39-023191.931 E-mail: <a href="mailto:info@hotelpolizianofiera.it">info@hotelpolizianofiera.it</a> <a href="http://www.hotelpolizianofiera.it">www.hotelpolizianofiera.it</a>  Double room, single use: <b>Euro 142</b> Double room: <b>Euro 171</b>  Hotel Poliziano Fiera is a four star hotel conveniently located a few blocks away from the Milan fair. Completely renewed, it offers several comforts, including direct phone in room with IDNS line.	<b>Jolly Machiavelli</b> Via Lazzaretto - 20121 Milan Tel: +39-02631141 - Fax: +39-02659-9800 E-mail: <a href="mailto:machiavelli@jollyhotels.it">machiavelli@jollyhotels.it</a> <a href="http://www.jollyhotels.it">www.jollyhotels.it</a>  Single room: <b>Euro 136</b> Double room: <b>Euro 154</b>  Jolly Hotel Machiavelli is a four star hotel which recently opened. It's located downtown, close to the shopping district and to the "red" metro station (11 stops from the fairgrounds). Among its services, it features a beautiful restaurant with "sushi bar".
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**Prices are per night and include taxes, service, and breakfast**

**COMPANY** \_\_\_\_\_

Name of person(s)	Sgl/Db1	Check-in Date	Check-out Date
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

**Credit Card**    **Number** \_\_\_\_\_ **Exp. Date** \_\_\_\_\_

1<sup>st</sup> choice hotel \_\_\_\_\_ 2<sup>nd</sup> choice hotel \_\_\_\_\_  
3<sup>rd</sup> choice hotel \_\_\_\_\_

**THIS FORM MUST BE COMPLETED AND FAXED TO: +39/02659-6561 BY DECEMBER 5<sup>TH</sup>, 2003**



# U.S. PAVILION AT BIT 2004 SHIPPING INSTRUCTIONS



*Please help us keeping track of your shipment by telling us in advance how many boxes you sent to our office, and how many boxes you sent directly to the fair, specifying which courier you used.*

## **BY JANUARY 10<sup>TH</sup>, 2004:**

### **Use the APO service**

*Do not use a courier service when mailing to this address!* This is an APO address, which is a U.S. address and can only be accessed by using the U.S. Postal Service. Packages mailed to this address will be forwarded to the U.S. Consulate in Milan. This allows you to send your literature at reduced postal rates, saving you international courier charges. Please send no more than 6 boxes (24 lb each max weight!) via this system. Allow at least 4 weeks for delivery — **mail no later than January 10, 2004.**

**Hans Amrhein — BIT SHOW**  
**American Embassy, FCS**  
**PSC 59**  
**Box M**  
**APO AE 09624**

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## **AFTER JANUARY 10<sup>TH</sup>, 2004:**

### **Use a Courier Service**

You can mail to our regular address, making sure that all packages are clearly marked with **NO COMMERCIAL VALUE** and **FREE DOMICILE**. We will have to reject shipment that require us to pay custom duties.

**U.S. Commercial Service**  
**American Consulate General**  
**BIT SHOW**  
**Via Principe Amedeo, 2**  
**20121 Milano, Italy**  
**Attn: Simonetta Busnelli**

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## **LAST MINUTE SHIPMENTS**

### **Ship directly to the Fair**

Only in the case that you are running late, you can ship directly to the Fair. In this case, prepare the label as follows and contact our office for further information on DHL shipping instructions:

**Name of your company**  
**BIT 2004 show (14-17 Febbraio 2003) - FIERA DI MILANO**  
**Padiglione 9 - c/o U.S. Pavilion - The U.S. Commercial Service**  
**tel. 335/7526569 or 02/6592260**  
**20149 Milano, Italy**  
**CONSEGNA 13 FEBBRAIO MATTINA**